## ABSTRACT OF THE DISCLOSURE

A call handling method and apparatus provide improved call handling in scenarios where concurrent voice and data service is not supported, or is not possible. A wireless communication network can be configured to provide real-time notifications of incoming voice calls to mobile stations that are busy in data calls, and can route those incoming voice call to voice mail, etc. The network can be configured to attempt call delivery of an incoming voice call to a mobile station busy in a data call with or without prompting the mobile station user, depending on the type of data service the mobile station is engaged in. According to exemplary embodiments, the traffic channel and other resources as desired are retained from the data call for use in supporting the voice call. Also, the mobile stations can be configured to support such notification, reconfiguration and channel retention processing.